

THE BRITISH BROADCASTING CORPORATION

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Reference:
07.MS.JTC

STAT

[Redacted]
F.B.I.S.,
2430 E Street, NW,
Washington 25, D.C.

10th November 1954

Dear Alan,

Your letter of 17th September on the subject of the output of the BBC External Services did not reach me until 6th October, which did not allow of an examination of the problem and an answer before I left for Cyprus. I have now been able to discuss the matter fully with Clark, and let me say at once that there are no policy reasons which would prompt a negative response to your request. Indeed we fully recognise your interest and obviously we would wish to do what we can to avoid your setting up monitoring machinery to fulfil your requirements.

You do, I think, appreciate that our External Services do not operate under rigid directives from above which would make codification of our output a fairly simple matter. Our system of operation and the nature of our schedules means that any one subject may be treated in a somewhat diffused way in news bulletins, press reviews, political or other commentaries, other talks or features, outside broadcasts, etc., in a manner considered appropriate for a particular audience. Furthermore, the handling might be different between any two Services, and the range of output seems to us to indicate difficulties about assembling the material, and of course some of the most important elements might not be available in an English translation.

Another thing I feel I must mention is that in view of the wide range of output and the fact that there is no concise policy directive covering what is broadcast, we would see a danger, which I am sure will also be evident to you, in drawing deductions from a partial study of our output on any particular subject or in any particular Service. It seems to us therefore that either the whole of our output must be studied by you - and in view of the immense output this would seem to be hardly practicable - or a particular Service or Services could be selected and the treatment in

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those Services of any particular subject followed up, it being remembered that the deductions drawn in this case would necessarily only be applicable to the Service or Services in question.

It has occurred to me that it would be useful for [redacted] and STAT [redacted] to see the operation of our External Services and in the light of this it may be that we can see some practical way of meeting your requirements, and I am therefore arranging for them to visit the European Service when the problem can be discussed on the spot. I am sure that you will understand that we are only too willing to be as helpful as we can over this, but as we see it the practical difficulties seem to be fairly substantial. But it seemed to me that a useful approach would be for [redacted] to see for himself our methods of operation, when he would be STAT better able to assess the difficulties and, we would hope, suggest some solution to the problem.

Yours sincerely,



J.T. Campbell